

FIG. 1

00407T"TF990260

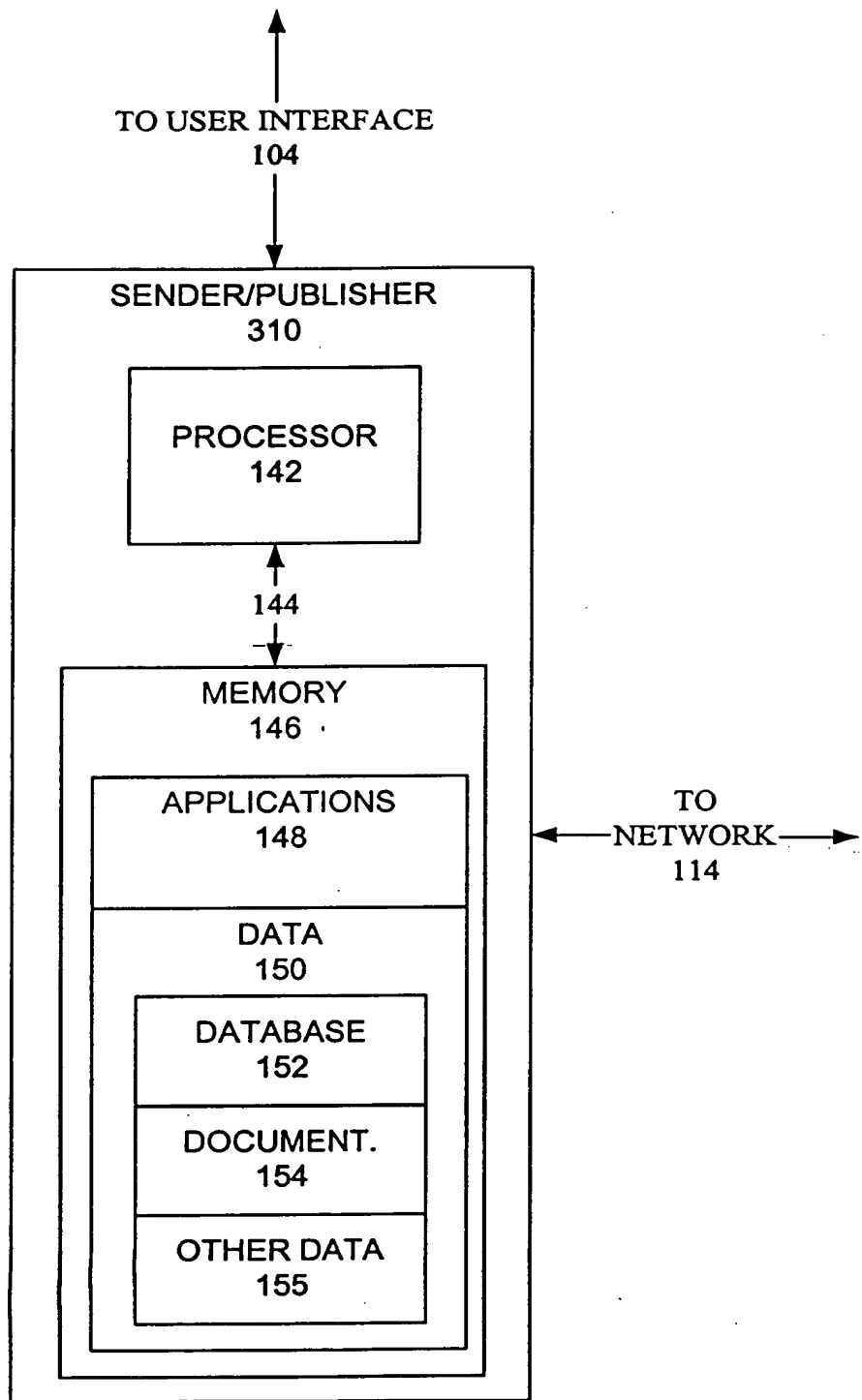


FIG. 2

400 → STORYTELLER ID = ECOUPON5
 402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
 404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG
 406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG
 408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
 410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV
 412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
 414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI
 416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
 418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
 420 → PRODUCT SKU = 98374822
 422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
 424 → FIRSTNAME = DAVE
 426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM
 428 → CUSTOMER ID = 29604830
 430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

004077 " T T 990260

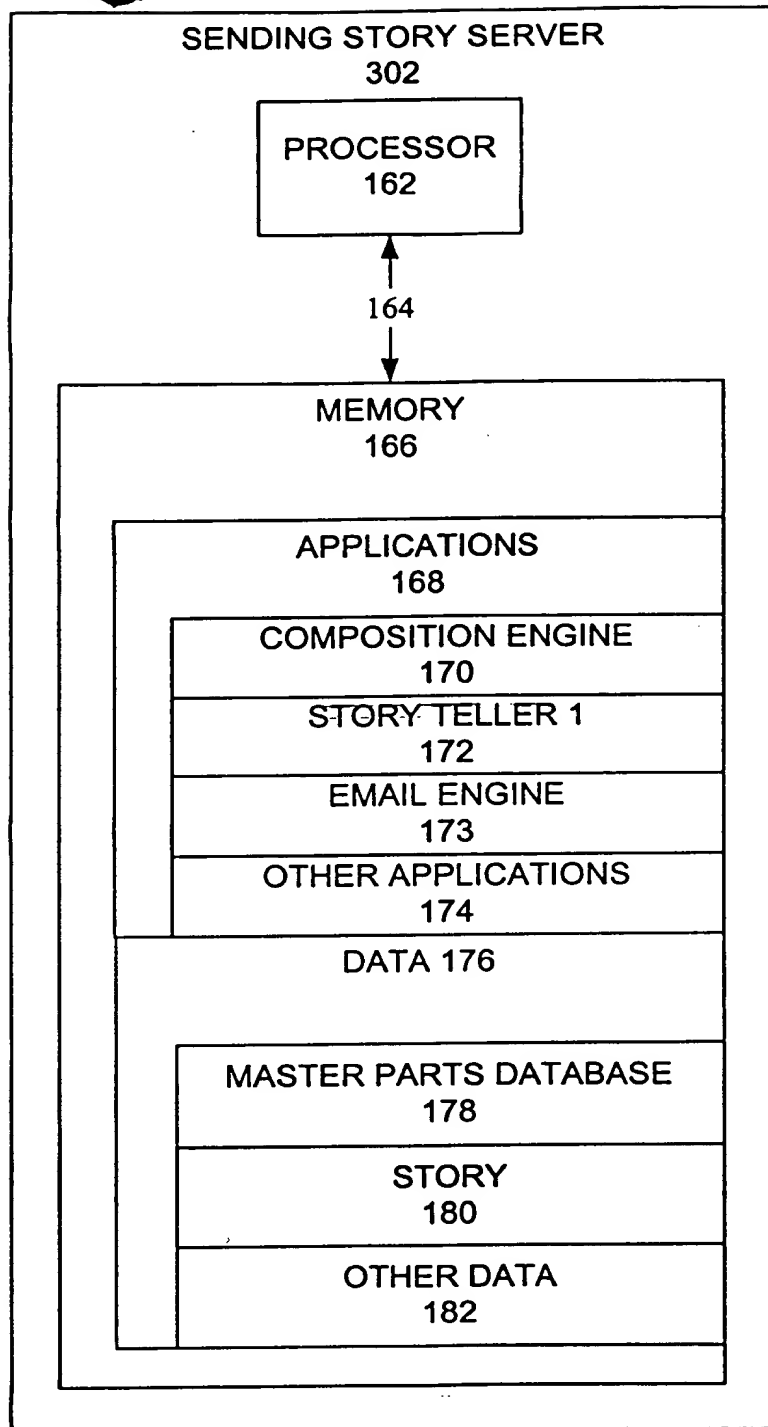


FIG. 4

09706611.110400

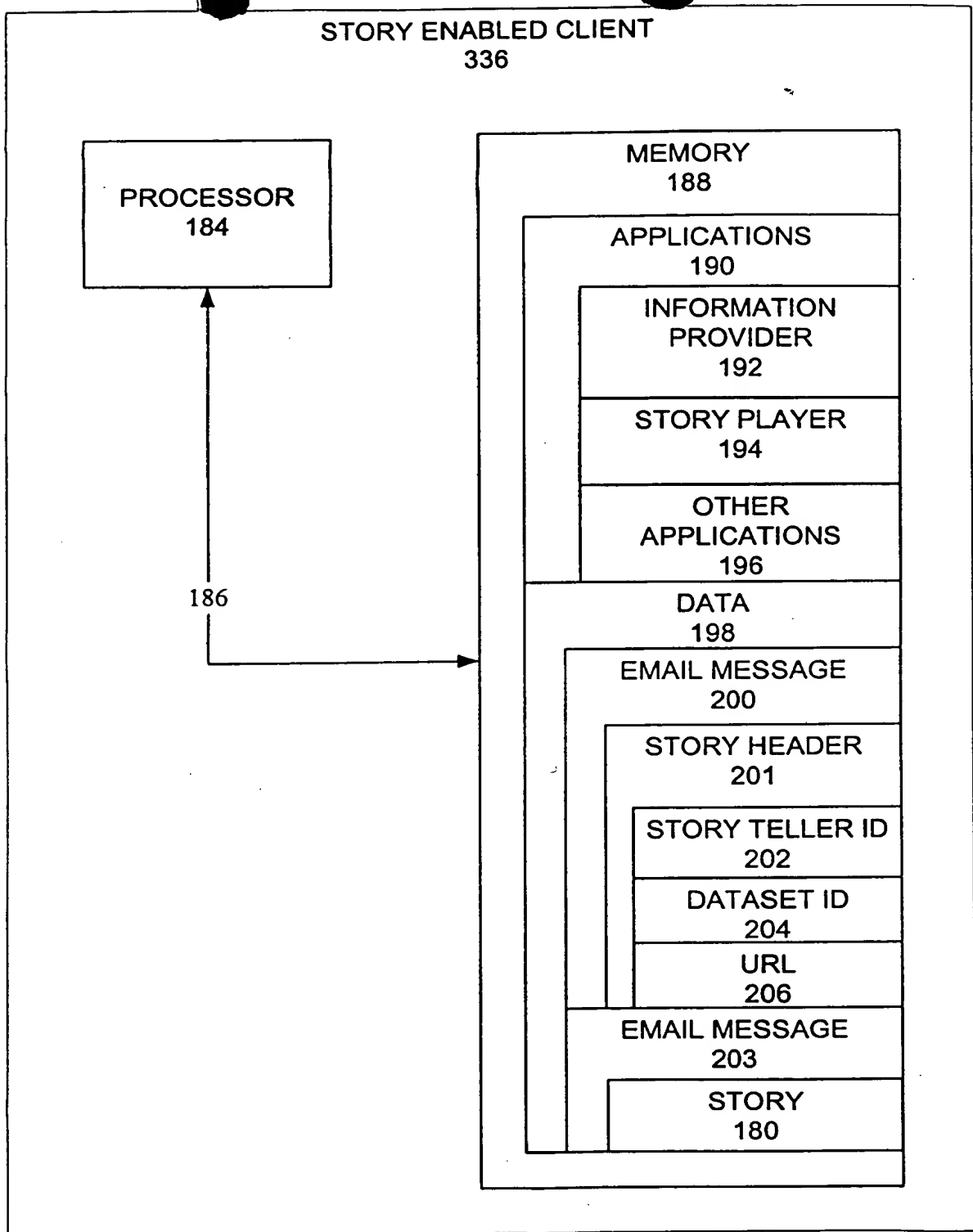


FIG. 5

PROCEDURE
210

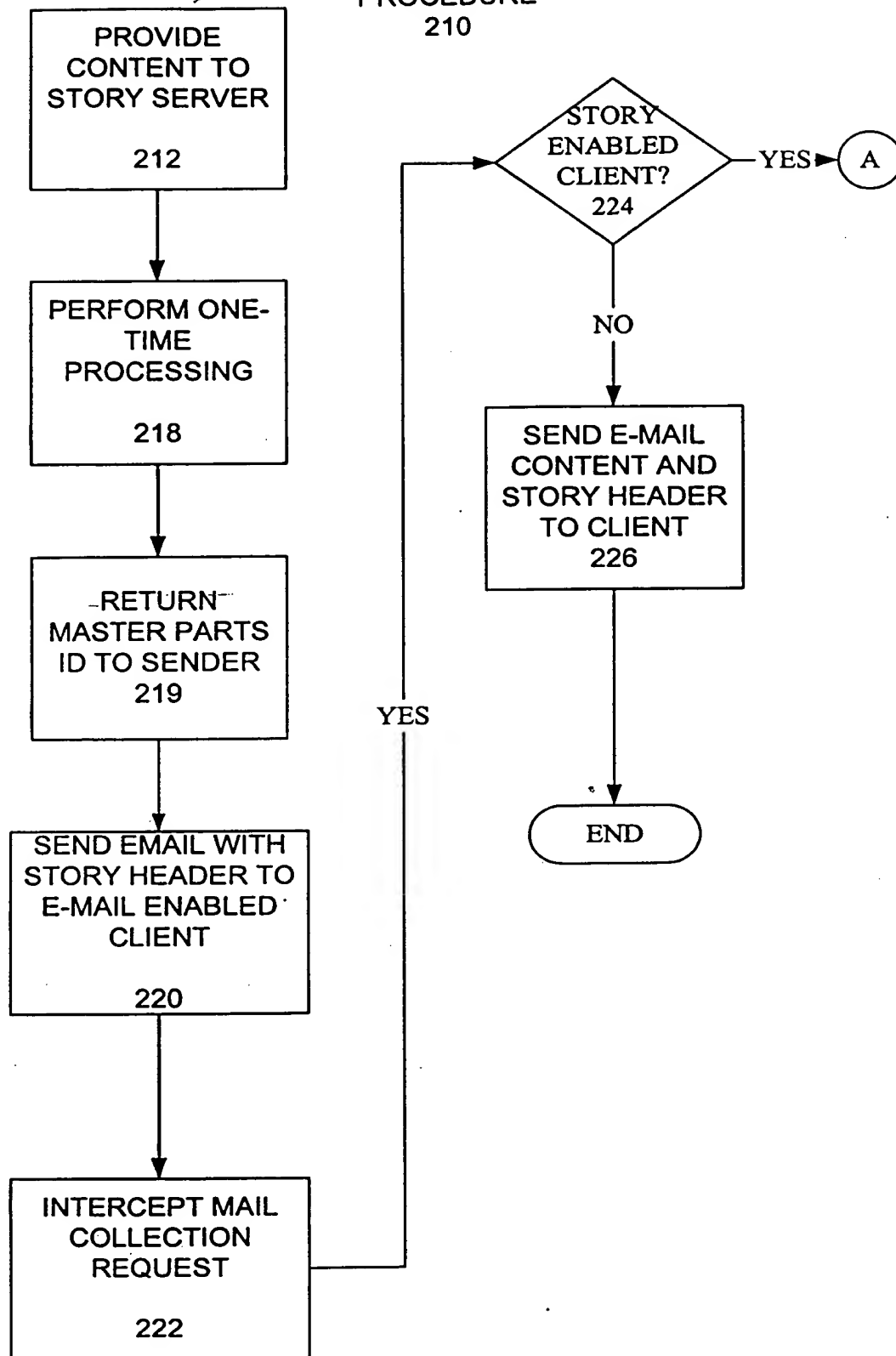


FIG. 6

PROCEDURE
210

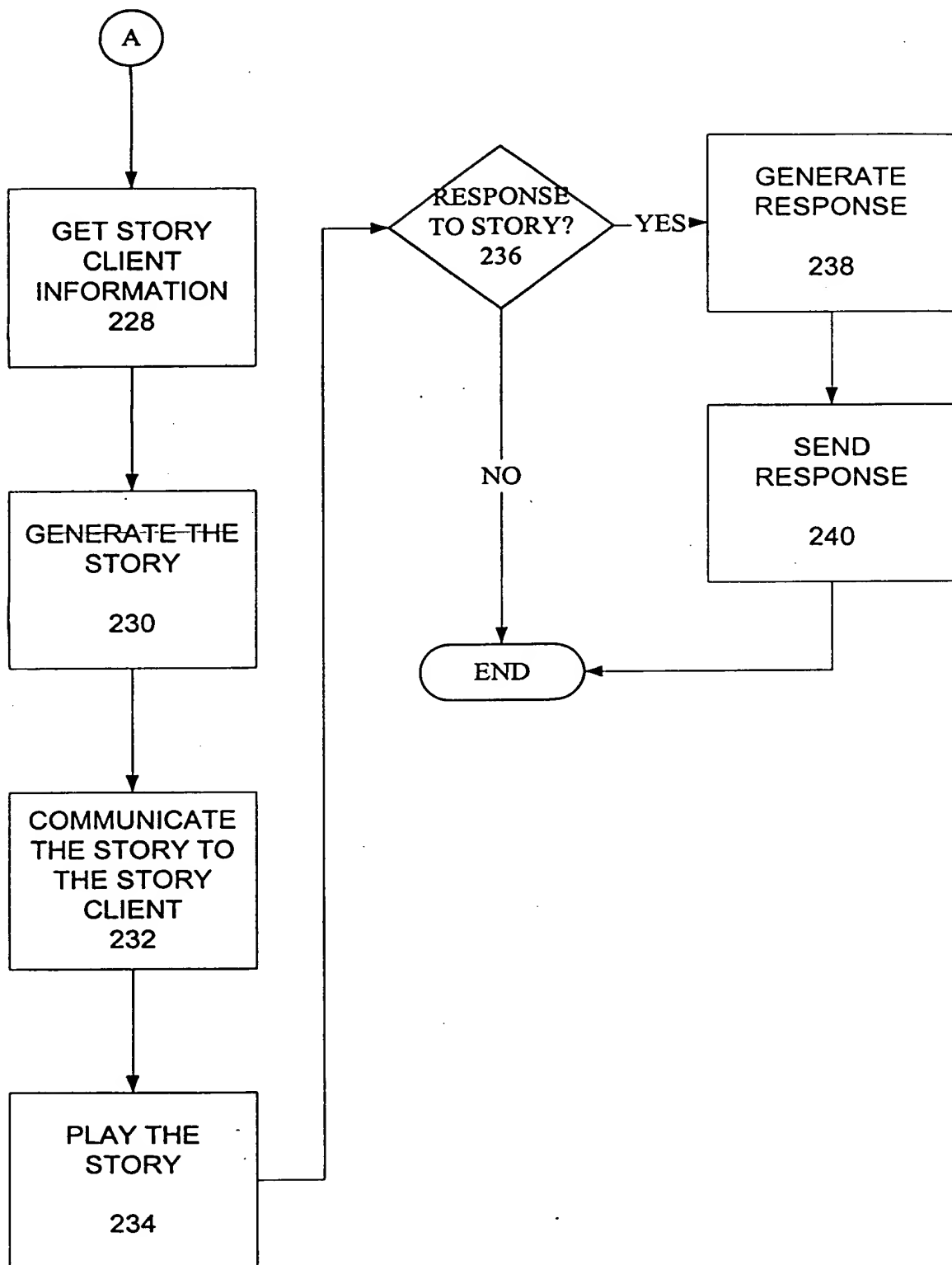


FIG. 7

00404T" 11990260

STORY COMPILER SERVER 901

ONE TIME
INPUT
902

PER-INSTRUCTION
INPUT
903

SEGMENTOR
COMPUTER
PROGRAM
905

TRANSCODER
908-1

TRANSCODER
908-2

TRANSCODER
908-...

TRANSCODER
908-N

0040T.030260

DEVICE /
APPLICATION
SPECIFIC
INPUT 904

BINDER
PROGRAM
906

SEGMENTS
910

SEGMENT
PROPERTIES
911

DATABASE
909

LOGICAL
FILE
912-1

LOGICAL
FILE
912-2

LOGICAL
FILE
912-...

LOGICAL
FILE
912-N

PACKAGER
PROGRAM
907

STORY 180

FIG. 8

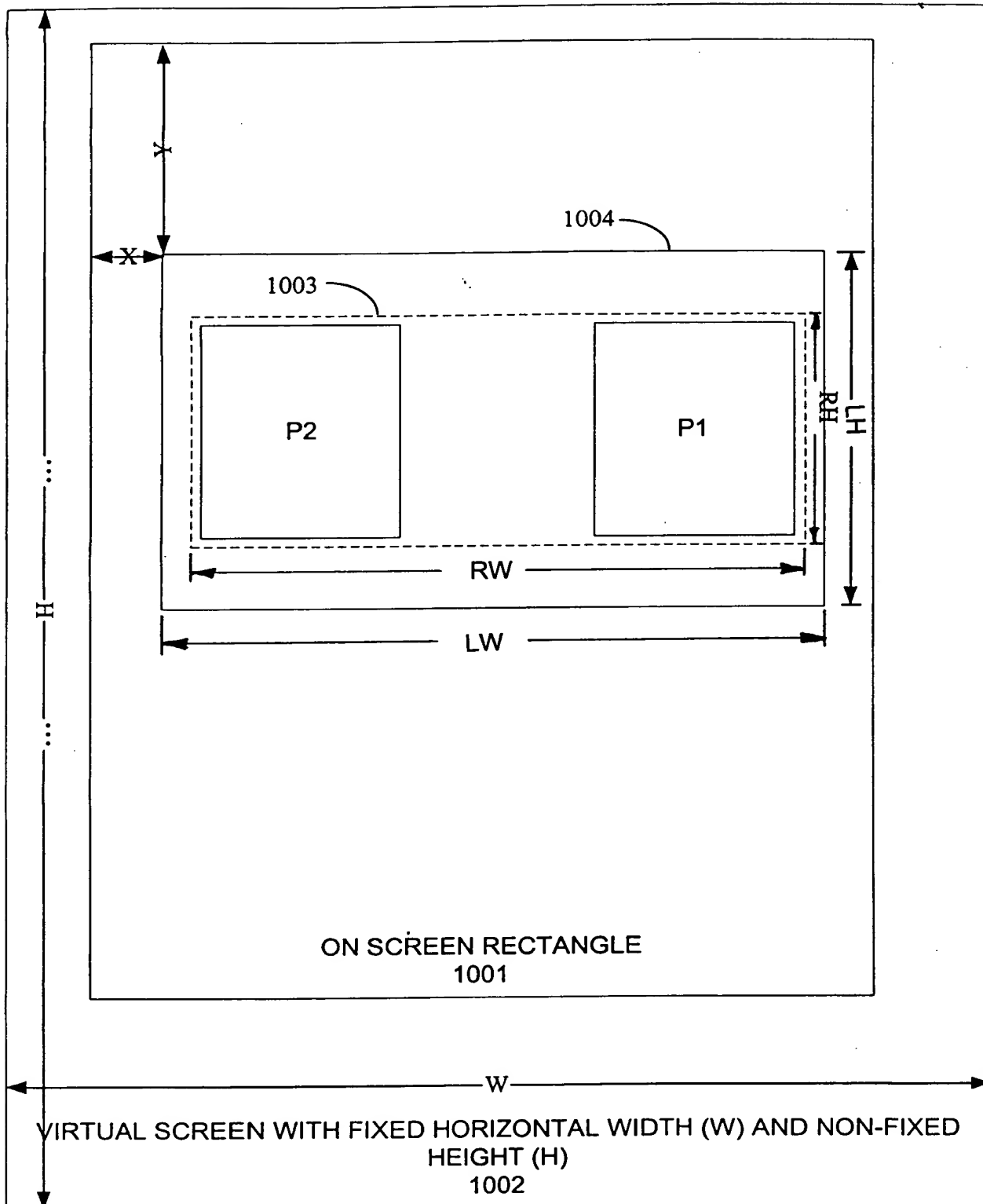


FIG. 9